

What is claimed is:

1. A method for directing an end-user to a location on a network, the end-user being associated with at least one of an end-user country selection, an end-user language selection, a service category, an access media type, the access media type comprising at least two types of access media at least one of which comprises a bar code scanner, and presence of an access certificate, the method comprising:

A. providing a database comprising a plurality of entries each of which is associated with a machine-readable code, wherein the entries comprise one or more different network addresses, the different network addresses being associated with different providers;

B. receiving at a network site code information associated with one or more scans of machine readable codes made by the end-user with a remote scanning device;

C. retrieving from the database, in response to the scan information, entries associated with the machine-readable codes scanned by the end-user, at least some of the entries comprising information irrelevant to at least one of the end-user country selection, the end-user language selection, the service category, the access media type, and the presence of an access certificate;

D. based on at least one of the end-user country selection, the end-user language selection, the service category, the access media type, and the presence of an access certificate, selecting one or more network addresses from the retrieved entries; and

E. connecting the end user with the selected one or more network addresses.

2. The method of claim 1 further comprising:

F. sorting the one or more network addresses based on a provider indicated priority.

3. The method of claim 1 wherein the entries further comprise one or more services, each service comprising a collection of network addresses grouped in accordance with at least one shared characteristic.

4. The method of claim 3 wherein the shared characteristic comprises an identified profession.

5. The method of claim 3 wherein the shared characteristic comprises a country of origin.
6. The method of claim 3 wherein the shared characteristic comprises a language.
7. The method of claim 3 wherein the shared characteristic comprises an access media device type.
8. The method of claim 1 wherein the service category is indicated by the end user.
9. The method of claim 1 wherein the service category comprises a product-specific category.
10. The method of claim 1 wherein the service category comprises a service-specific category.
11. The method of claim 1 wherein the service category comprises a third party service provider category.
12. A system for directing an end-user to a location on a network, the end-user being associated with at least one of an end-user country selection, an end-user language selection, a service category, an access media type, the access media type comprising at least two types of access media at least one of which comprises a bar code scanner, and presence of an access certificate, comprising:
 - a database comprising a plurality of entries each of which is associated with a machine-readable code, wherein the entries comprise one or more different network addresses, the different network addresses being associated with different providers;
 - a network site that receives code information associated with one or more scans of machine readable codes made by the end-user with a remote scanning device;
 - one or more processors that, in response to the code information, retrieve from the database entries associated with the machine-readable codes scanned by the end-user, at least some of the entries comprising information irrelevant to at least one of the end-user country selection, the end-user language selection, the service category, the access media type, and the presence of an access certificate; and that, based on at least one of the end-user country selection, the end-user language selection, the service category, the access media type, and the presence of an access certificate,

select from the retrieved entries one or more network addresses; and that connect the end user with the selected one or more network addresses.

13. The system of claim 12 wherein the processors further sort the one or more network addresses based on a provider indicated priority.

14. The system of claim 12 wherein the entries further comprise one or more services, each service comprising a collection of network addresses grouped in accordance with at least one shared characteristic.

15. The system of claim 14 wherein the shared characteristic comprises an identified profession.

16. The system of claim 14 wherein the shared characteristic comprises a country of origin.

17. The system of claim 14 wherein the shared characteristic comprises a language.

18. The system of claim 14 wherein the shared characteristic comprises an access media device type.

19. The system of claim 12 wherein the service category is indicated by the end user.

20. The system of claim 12 wherein the service category comprises a product-specific category.

21. The system of claim 12 wherein the service category comprises a service-specific category.

22. The system of claim 12 wherein the service category comprises a third party service provider category.

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